

# **APPLICATION FOR PATENT**

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**TITLE: SCENTED CALENDAR**

## **SPECIFICATION**

### **BACKGROUND OF THE INVENTION**

#### **Cross references to related applications**

This application claims the benefit of US Provisional Application Nos. 60/130,454 filed April 22, 1999 and 60/132,206 filed May 3, 1999, the disclosures of which are herein incorporated by reference.

#### **Field of the invention**

In one aspect, this invention relates generally to air fresheners or room scents. In another aspect, this invention relates to a dispenser for an air freshener or room scent.

#### **Background art and objects of the invention**

Many types of air fresheners or room scents are available. These items generally function by release of scent from a freshening element, and, in general only have limited lives. They periodically need maintenance or replacement of the freshening element for optimal function.

Because the effectiveness of such air fresheners or room scents decreases slowly over several days or weeks, consumers are generally not acutely aware that their effectiveness has decreased. As a consequence, the required maintenance or replacement cycle is generally not closely adhered to.

5 A way to draw attention to a need to maintain or replace the freshening element would be very desirable.

Although not generally recognized as such, scents are powerful art forms. The scents of perfumes, flowers, food stuffs, and various outdoor scents, for example, can stir powerful emotions and memories and profoundly affect one's state of mind. A new technique for bringing together visual images and their associated scents would be well received.

It is an object of this invention to bring together the use of scents and visual images in a utilitarian package.

### **SUMMARY OF THE INVENTION**

15 In accordance with the invention, there is provided a scented calendar. Preferably, the calendar is a monthly calendar, so that users will be reminded to replace or replenish the scent when the month is changed. More preferably, the calendar depicts a new image each month, and the scent is associated with what the image depicts.

### **BRIEF DESCRIPTION OF THE DRAWINGS**

20 Figure 1 is a plan view of one embodiment of the invention.

Figure 2 is a reverse view of a lower portion of Figure 1.

Figure 3 is a plan view of another portion of the invention shown in Figure 1.

Figure 4 is a plan view of a feature according to another embodiment of the invention.

Figure 5 is a plan view of a feature according to a further embodiment of the invention.

Figure 6 is a plan view of a feature according to a further embodiment of the invention.

Figure 7 is a plan view of a feature according to a further embodiment of the invention.

### **DETAILED DESCRIPTION OF THE INVENTION**

In the illustrated embodiments of the invention, there is shown a scented calendar. Preferably, the calendar is a monthly calendar, so that users will be reminded to replace or replenish the scent when the month is changed. However, the invention could also easily be provided in the form of a desk calendar as well. More preferably, especially in the case of the monthly calendar, the calendar depicts a new image each month, and the scent is associated with what the image depicts. For the purposes of explanation, however, only the month of January, 2000 is shown.

Many images are available which can be associated with available scents. For example, the monthly images could be of flowers with a corresponding flower scent.

For example, images of roses could be accompanied by rose scent. If desired, the scent could be different for each month. The images could be in the form of photographs, prints, photo lithographs, or other forms of artwork.

5 In a preferred embodiment, the scented calendar is in the form of a wall calendar 2 (see Figure 1) and the description will proceed for this embodiment. The calendar 2 is formed by a plurality of sheets of paper each having an artwork image 4 on one face (see Figure 2) and a monthly calendar image 6 on an opposite face. See Figure 1.

10 The artwork image is oriented upside down with respect to the monthly calendar image on the opposite face so that flipping a face bearing a monthly calendar image upwardly about a horizontally disposed axis 8 reveals an artwork image positioned above a next following monthly calendar image, both in an upright orientation. Each sheet defines an aperture 10 adjacent a bottom edge of the calendar image and adjacent an upper edge of the artwork image to permit the calendar to be mounted to a wall hook or nail.

15 The horizontally disposed axis 8 is preferably formed by a spine element 12 (See Figure 2) which is attached to the sheets of paper by ring elements 14. Other forms of binding, such as staples or a spiral binding, could also be used if desired.

20 The invention preferably employs a scent element. Figure 5 illustrates a scent element 16, Figure 6 illustrates a scent element 16', and Figure 7 illustrates a scent element 16''. To better enable regular maintenance or replacement of the scent element, it is preferably positioned between an artwork image on a first sheet and a monthly calendar image on a following second sheet. See Figures 5, 6 and 7.

In the illustrations, the embodiment of the invention shown in Figure 1 comprises a first sheet having the January artwork image 4' on one side, and a second sheet having a January calendar image 6 on one side and a February artwork image 4 on an opposite side. See Figure 2. The first sheet and the second sheet are connected via the spine element 12 so that the January artwork image faces the January calendar image when the calendar is in a January-closed position and the January artwork image is positioned above the January monthly calendar image when the calendar is in a January open position. A scent element such as one of those shown in Figures 5, 6 or 7 is positioned between the January calendar image and the January artwork image when the calendar is in the January-open position and releases scent corresponding to the January artwork image.

The scent element can be formed from a wide range of materials. Absorbent materials such as paper or foamed materials are preferred. Blotting paper has been used in the construction of the scent element with good results. The blotting paper can be impregnated with a fragrant oil having the desired aroma to form the scent element. For example, for a rose aroma, the blotting paper can be impregnated with rose oil. If desired, a container of the fragrant oil can be supplied with or attached to the calendar to permit replenishment of the scent element as desired. As illustrated in Figure 4, the container is in the form of a vial 18 which is positioned inside of the ring elements which connect the spine 12 with the sheets of paper carrying the monthly calendar images. Where the scent element is carried by a plastic pocket, the oil can simply be injected into the pocket and permitted to wick into the blotting paper. Figure 5 shows a pocket 20 which is attached to the spine of the calendar. Figure 7 shows a pocket 20' which is attached to one of the sheets forming the calendar.

If desired, the scent elements can be encased in a plastic wrapper for storage prior to use. In Figure 3, a plastic wrapper 22 is shown encasing a scent element 16''. The wrapper can be removed by the user to release the scent. The plastic wrapper can be attached directly to the spine, if desired.

5 Figure 3 illustrates one way in which a plurality of scent elements can be provided for the annual calendar. A plastic sheet 24 which defines a plurality of pockets 26 is attached to the spine by the rings. Each pocket 26 carries a removable scent element. The sheet 24 would preferably be positioned after the December monthly calendar image. The scent elements would preferably be encased in plastic so that the dominant smell from the calendar would be associated with image of the open month.

10 In one embodiment of the invention, each removable scent element is configured to be attached to the calendar. In Figure 3, a scent element 16' is formed from a card of blotting paper having a generally rectangular shape and a slot 28 extending alongside an edge surface of the card which is adjacent to the slot. A spear shaped protuberance 30 is formed between the slot and the adjacent edge surface which is configured so as to be received by the rings attaching the spine to the sheets. See Figure 6.

20 While certain preferred embodiments of the invention have been described herein, the invention is not to be construed as so limited, except to the extent that such limitations are found in the claims.